

Inntopia User Group Conference

Stowe, VT





Director of Marketing

DAVID AMIRAUT

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Chrome App

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FEATURES

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By Google

Free

Available for

Works with

RATINGS

★★★★★

★★★★☆

★★★☆☆

★★☆☆☆



Millennials to Snake People

offered by [Eric Bailey](#)

★★★★★ (187) | Fun | 21,595 users

+ ADD TO CHROME

OVERVIEW

REVIEWS

SUPPORT

RELATED

G+ 266

BuzzFeed Life LOL win song cute meme fail WTF

News Buzz Life Quizzes Videos More Get Our App

Taco Bell Is Going To Start A Delivery Service Because, Y'know, Snake People

Also unveiled were app games, restaurants inside shipping containers, and — oh my God — a chicken biscuit taco.

15 Delicious Foods That Florida Does Best

BuzzFeed NEWS

The Vegas Crowd Is Getting Younger, Thanks To Music Festivals

Compatible with your device

Replaces the text 'Millennial' with 'Snake People'.

Learn the sad, sinister truth behind the mysterious Snake People. Who are they? What do they want?

Website

Report Abuse

Additional Information

Version: 1.7

Updated: December 21, 2015

Size: 13.97KiB

Language: English (United States)

USERS OF THIS EXTENSION HAVE ALSO USED

Motitags
★★★★☆ (231)



Pacman
★★★★★ (447)



Color Change for Facebook
★★★★★ (524)



Musix
★★★★★ (37)



If you don't like change, you
will like irrelevance even less.

-General Eric Shinseki

Ok, so what are we up to?





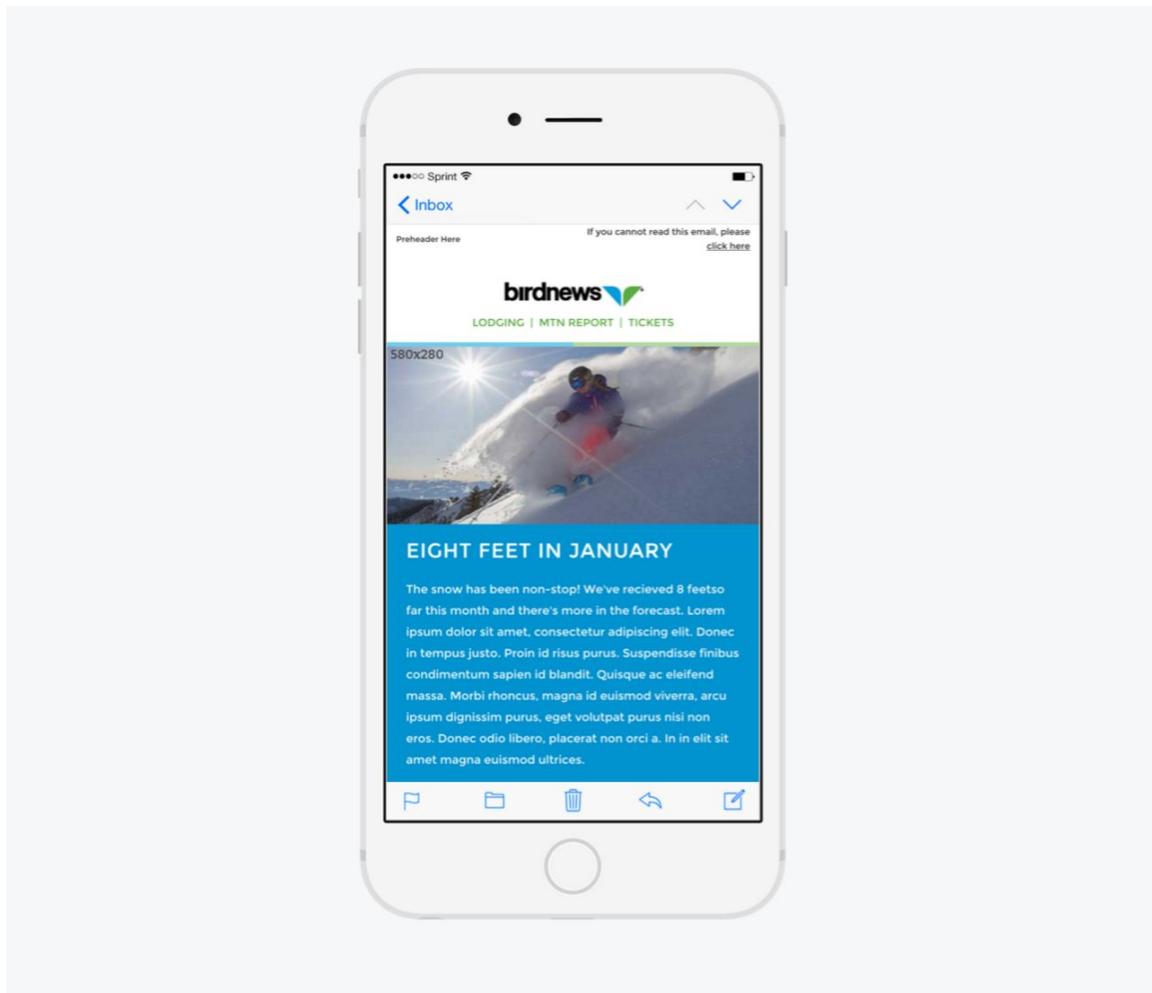
Make Snowbird Great Again

Hey, Utah is a red state.

***We're changing the way we
engage with our audience.***

There's more to
engagement than *just*
social media.





New & Improved eCRM

Responsive templates, new data intelligence, triggered messages & more. (Shout out to Ryan Solutions & Dirigo.)

Surprise and Delight

- 500 Valentines
- Candy for 800
- Special touchpoints at tram dock, Snowbird Center and Rendezvous restaurant during lunch rush.

- Total Cost: \$250
- Total Value: Priceless





Summer 2015 Calendar of Events**

MAY

10 Mother's Day Brunch at The Atrium and The Aerie

JUNE

13-14 Summer Activities Open (conditions permitting)
 13-14 7th Annual Brewfest
 20 Cool Air Concert, 6 p.m., Free
 21 Father's Day Brunch at The Atrium
 21 Father's Day BBQ
 20-21 Kids' Adventure Race
 26 Snowbird Family Flicks, Free
 27 Cool Air Concert Series, 6 p.m., Free

JULY

1 Wasatch Trail Run Race Series (runontrails.com)
 3 Snowbird Family Flicks, Free
 4 4th of July Pancake Breakfast
 4 28th Annual Mountain Bout Mountain Bike Race (mtrunmountain.com)
 4 Cool Air Concert, 6 p.m., Free
 6-10 Mountain Sports Camp 1 (ages 10-15)
 10 Snowbird Family Flicks, Free
 11 The Dirty Bird Mud Run
 11 Cool Air Concert, 6 p.m., Free
 13-15 Special Bike Session (mountain school)
 16 Wasatch Trail Run Race Series (runontrails.com)
 17-19 Total Archery Challenge
 17 Snowbird Family Flicks, Free
 18 Cool Air Concert, 6 p.m., Free
 24 Snowbird Family Flicks, Free
 24-26 Speedgoat 50K Trail Run

25 Cool Air Concert, 6 p.m., Free
 25 Wasatch Wildflower Festival
 27-31 Mountain Sports Camp 2 (ages 10-15)
 29 Wasatch Trail Run Race Series (runontrails.com)
 31 Snowbird Family Flicks, Free

AUGUST

1 18th Annual Survivors at the Summit Hike
 1 Cool Air Concert, 6 p.m., Free
 4 Mid-week MTB Race Series
 7 Snowbird Family Flicks, Free
 8 Tour of Utah Challenge (citizen race)
 8 Tour of Utah
 8 Cool Air Concert, Time TBD, Free
 14 Snowbird Family Flicks, Free
 15 Snowbird Adventure Race
 15, 16 Oktoberfest, noon to 6 p.m., Free
 22 Run Elevated Half marathon (runup)
 22, 23 Oktoberfest, Noon to 6 p.m., Free
 26 Wasatch Trail Run Race Series (runontrails.com)
 29, 30 Oktoberfest, Noon to 6 p.m., Free
 29 Oktoberfest Beard Contest

SEPTEMBER

5, 6, 7 Grand Oktoberfest, Noon to 6 p.m., Free
 12, 13 Oktoberfest, Noon to 6 p.m., Free
 TBA Sit & Board Sweep
 12 Hidden Peak Challenge
 12 Widow Maker
 19, 20 Oktoberfest, Noon to 6 p.m., Free
 26 37th Annual Bicycle Hill Climb/Ultra Hill Climb
 26, 27 Oktoberfest, Noon to 6 p.m., Free

OCTOBER

3, 4 Oktoberfest, Noon to 6 p.m., Free
 10, 11 Oktoberfest, Noon to 6 p.m., Free
 17 The Zombie Run
 17, 18 Fall Festival
 24, 25 Fall Festival
 31, Nov. 1 Fall Festival
 Camp Snowbird, Monday-Friday, June 8 - Aug. 21, 2014, (closed holidays)
 LDS Worship Service, Sundays 9 a.m.
 Music at the Aerie, Wednesdays, Fridays, Saturdays, June 26 - Sept. 20

Bed & Breakfast
 packages from
\$65

The Bed & Breakfast package includes lodging and a full breakfast for each night of your stay.
snowbird.com 1-800-453-3000



**Rate is per person, double occupancy and will vary with date, lodge and accommodations selected. Available 6/15-11/15/15.
 **Schedule dates and times are subject to change. Visit snowbird.com for the latest schedule and more information on each event. Small coolers are permitted at concerts and movies.

Print Is Not Dead...

But this usage of it certainly is.



Hiking

Get wowed by wildflowers and let panoramic views at 11,000 feet take your breath away. We've got hikes for all ability levels — bring the whole family.



Mountain Biking

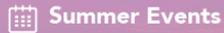
From beginner practice loops to the expert downhill trails, come ride at the bike park with the most vertical feet in Utah.



Family Activities

Purchase an All-Day Activities Pass and get unlimited access to the activities below. Some restrictions apply.*

- Aerial Tram
- Alpine Slide
- Bungee Trampolines
- Climbing Wall
- Kid's Inflatables
- Mountain Coaster
- Mountain Flyer
- Peruvian Chairlift Ride
- Ropes Course
- Vertical Drop



Summer Events

- Brewfest
June 18 - 19
- Father's Day BBO
June 19
- Outdoor Family Flicks
Fridays, June 24 - Aug. 5
- Cool Air Concerts
Saturdays, June 25 - Aug. 6
- Fourth of July Pancake Breakfast
July 4
- Wasatch Wildflower Festival
July 31
- Tour of Utah
Aug. 6
- Oktoberfest
*Saturdays & Sundays
Aug. 13 - Oct. 9 and Labor Day*

*Height and weight restrictions apply. Hours of operation are conditions permitting.



snowbird.com | 801-933-2222





Robert Brooker/Photographer

IT DOESN'T
CHANGE YOU

— Fred DeVito

IF IT DOESN'T
CHALLENGE YOU

Featuring 3,240 vertical feet of legendary terrain, the longest season in Utah and averaging over 500 inches of low-density powder, Snowbird offers an unparalleled mountain experience — just 40 minutes from Salt Lake City International Airport.

snowbird.com | 1-800-643-4754

snowbird 

Flip The Script

Mid-season creative change.

snowbird 



Social Media

Content, message segmentation, putting the neighbors on blast.

A little thing I call...

CUSTOMER SERVICE AS MARKETING



5 Snowbird

sproutsocial

MESSAGES TASKS FEEDS PUBLISHING DISCOVERY REPORTS

Smart Inbox

Saved Messages

COMPOSE

Today's @snowbird forecast. Sunny with a chance of sun. ☀️🌨️ #SkiUtah #snowbird #neversum... <http://ift.tt/1W6p8V4> <http://pic.twitter.com/xE6sWYQhSE>
SkiUtah 30 minutes ago

Today's @snowbird forecast. Sunny with a chance of sun. ☀️🌨️ #SkiUtah #snowbird #neversummer

skiutah 36 minutes ago

Mmmm those look good!
Melanie Hill > Snowbird 2 hours ago
Comment on Post "Treat Mom to an... Pricing & Reservations: <https://snowbird.com/...>

05.01.2016

pi_track 2 hours ago at Snowbird

Throwback to this Bluebird day of snowboarding at #snowbird #beerbreak


Smart Inbox

15 Items remaining from the past 24 hours

Hide Completed Items

PROFILES

- @Snowbird
- Snowbird
- snowbird
- Connect a Profile

MESSAGE TYPES

- Mentions
- Direct Messages
- Retweets
- Retweets with Comments
- New Followers
- Wall Posts
- Comments
- Private Messages
- Comments



Eric Klotz shared Snowbird's album.

3 hrs ·

Show Attachment



Like



Comment



Share



Reggie Springer Did you go skiing today?

Like · Reply · 1 · 3 hrs



Eric Klotz Yes. It was awesome the first three runs. Then it turned to glomp. Saw two people break their legs on the way down the last run I took at 1pm. You have to ski this deep spring powder early before it sets up like concrete. But it was fun early!!

Like · Reply · 2 hrs



Write a reply...



Reggie Springer How much is a ski pass right now?

Like · Reply · 1 · 3 hrs



Eric Klotz \$549 for our Snowbasin value pass

Like · Reply · 2 hrs



Write a reply...



Reggie Springer Wow! I'm jealous. How much is just a day pass right now?

Like · Reply · 1 · 1 hr



Eric Klotz replied · 1 Reply



Reggie Springer Do you think they would let me use my Warren Miller ski pass for Saturday???

Like · Reply · 7 mins



Eric Klotz Doubt it

Like · Reply · 4 mins



Snowbird Call us and find out. Someone in our friendly ticketing department will let you know. (801) 933-2222

Like · Reply · Commented on by Dave Amirault [?] · Just now



Write a reply...



Write a comment...





You've got to throw some chum in the water.

"We're gonna need a bigger boat."

“We don’t do video.”

- Snowbird Marketing. December 2015





Why didn't we "Do Video?"

- Didn't have time.
- Worried about publishing content that wasn't up to our brand standard.
- Nowhere to really put it.
- Video is sooooo expensive.



We Do Video

And we've stacked over a MILLION views this season.

Shit happens...

Especially when your business is weather-dependent.





Snowbird
@Snowbird



Following

Current Lift & Tram Status: Wind Hold (Except for Chickadee, that thing is a tank).
snowbird.com/mountain-repor...



RETWEETS
40

LIKES
66



10:57 AM - 18 Feb 2016





Brian Harris @hongziyang · Feb 18

@Snowbird best lift status update ever.



Doris Schmidt @Dorissays · Feb 18

@Snowbird Love the sense of humor!



When life gives you lemons...

Make that lemonade. Right, Beyoncé?

***We're not just riding high on the
Donald Trump media wave.
We're also exploiting memes.***



HAPPY GROUNDHOG DAY

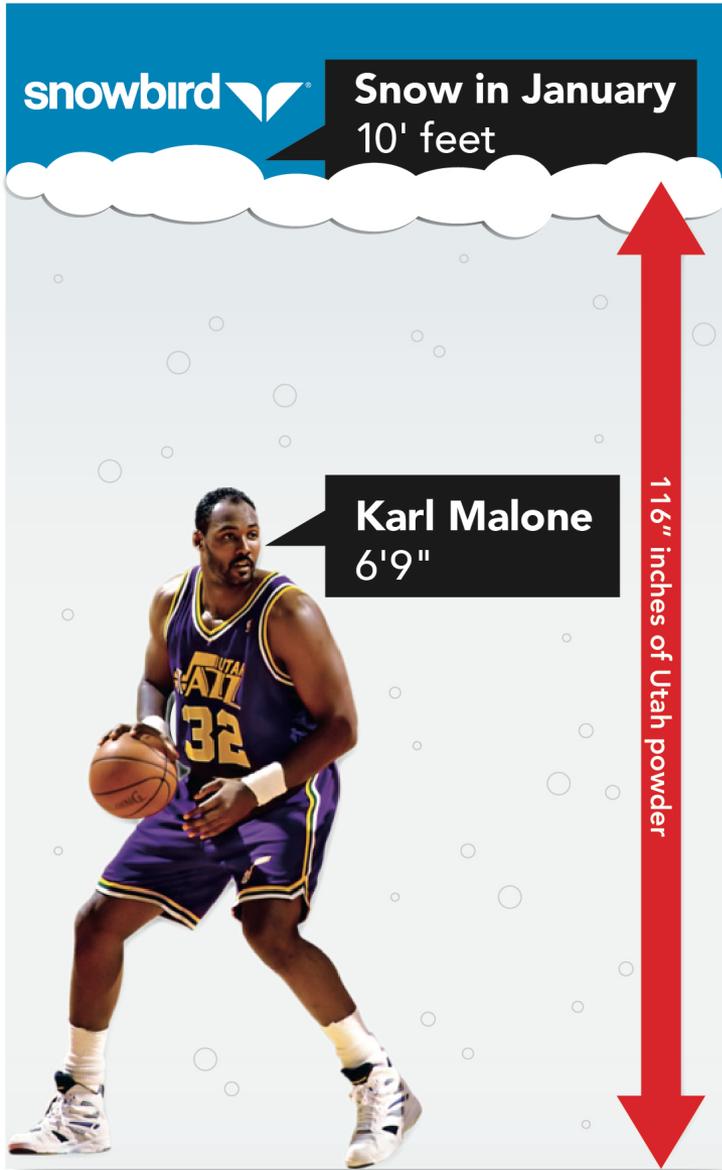


I LIED



Groundhog Day

About 90 seconds in Photoshop.



Utah LOVES Karl Malone

We use him to measure snow depth.



Snowbird

Published by Dave Amirault [?] · April 1 · 🌐

BREAKING NEWS: [Alta Ski Area](#) demands Snowbird pay for a 'Boarder Wall' to keep snowboarders out of Alta.

"We were initially opposed to the idea, but are now in negotiations with Alta, who agreed to model the wall after Snowbird's timeless industrial design," - General Manager of Snowbird Resort, Bob Bonar.



***Our most popular day on
social media, ever.***

(Donna probably LOVES this.)





Type any word here...



TOP DEFINITION



lit

When something is turned up or popping ...

John : did you go to that party last night

Daquan : yes that shit was lit

by [fatoubobala](#) January 24, 2014

3474 815

BUY THE MUG



TEN WORDS TRENDING NOW

- truffle butter
- fuck boy
- thot
- netflix and chill
- dabbing
- dab
- tubgirl
- sapiosexual
- dabbin'
- alabama hot pocket

It was lit.

According to those snake people.



Data, you gotta to have the data.

Gut feelings suck.

490,292 People Reached

15,616 Reactions, Comments & Shares

10,325 Like	6,005 On Post	4,320 On Shares
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121 Love	80 On Post	41 On Shares
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1,032 Haha	683 On Post	349 On Shares
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51 Wow	20 On Post	31 On Shares
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4 Sad	2 On Post	2 On Shares
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14 Angry	5 On Post	9 On Shares
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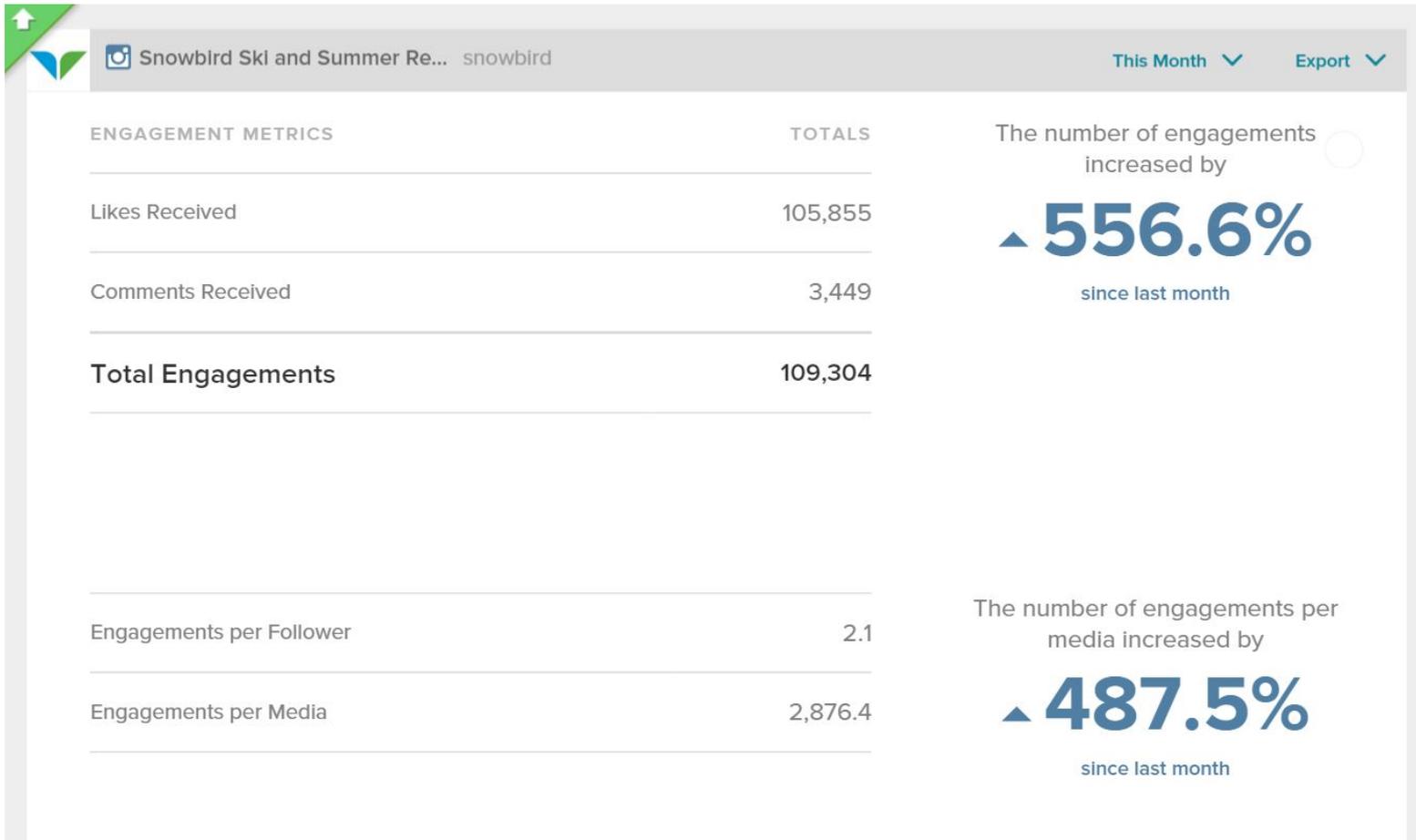
2,330 Comments	1,062 On Post	1,268 On Shares
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1,749 Shares	1,666 On Post	83 On Shares
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63,628 Post Clicks

19,748 Photo Views	35 Link Clicks	43,845 Other Clicks
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January 2016: Instagram Report

Evaluate your data, make adjustments, kick major ass.

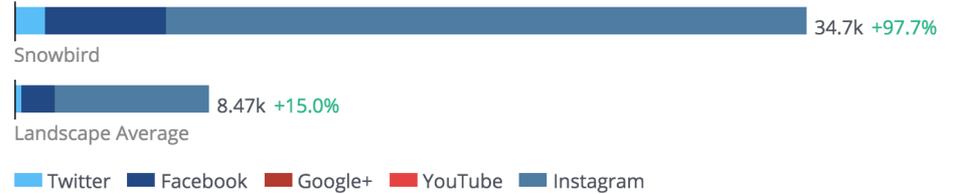
Social Engagement ⓘ

Export ▾

🏆 **Snowbird** was the landscape leader for Total Social Engagement, ranking 1st of 6.

Total Social Engagement

📊 View All



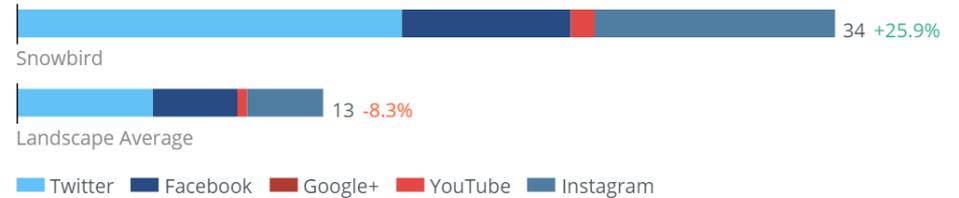
Social Activity ⓘ

Export ▾

🏆 **Snowbird** was the landscape leader for Total Social Activity, ranking 1st of 6.

Social Activity

📊 View All



Boom, Roasted!

Data sourced from RivallQ.com
(They'll give you a free month to check it out.)

**THANK
YOU!**

"If it doesn't challenge you, it doesn't change you."

— Fred DeVito